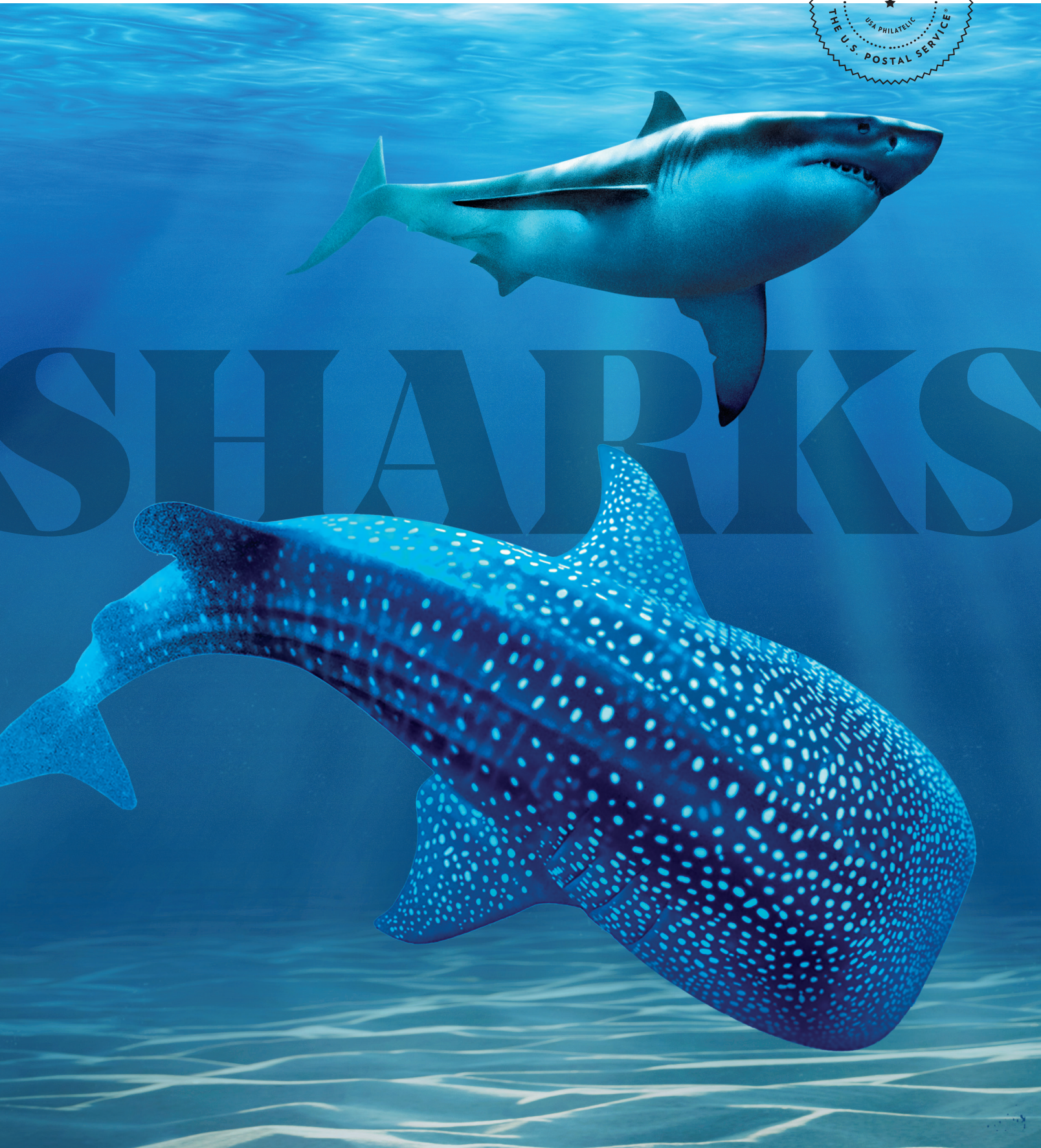


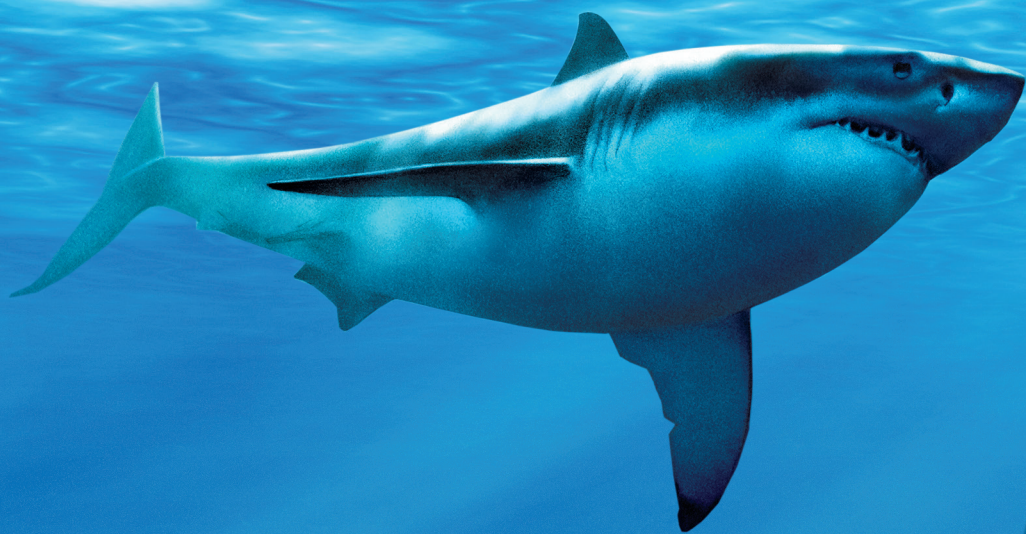
USA Philatelic

THE OFFICIAL SOURCE FOR STAMP ENTHUSIASTS

2017 / Volume 22 / Fall







The great white shark can grow to a length of 21 feet and go weeks or even months without feeding. The easily recognizable hammerhead shark feeds by night and socializes by day.



Bring stamps to life through Augmented Reality.

Look for this icon throughout the catalog, scan the page, and enjoy the experience. Visit USPSAR.com from your mobile device to download this free app today.

Welcome

THIS AUTUMN, we are taking a deep dive into stamps and stories intended to delight and intrigue. The *USA Philatelic* team at the Postal Service loves bringing you stamp-centric content every season, including brand-new products and stories with exclusive information.

In this issue, swim into shark-filled seas and learn more about the five species that are featured in the *Sharks* stamps on page 2. Discover the beauty and power of these often-misunderstood fish — and the artistic challenges that the stamp art director and illustrator tackled.

Enjoy the creativity of some of Disney's most mischievous villains with *Disney Villains from the Walt Disney Studios Ink & Paint Department* stamps (page 6). Why not send a fun message on a postcard featuring these dastardly Disney characters?

Appreciate the uniquely American vision of celebrated painter *Andrew Wyeth* (page 10), and learn about the importance of the insects that pollinate our gardens, meadows, and farms with the *Protect Pollinators* stamps (page 13).

Make some art of your own with a guide to imaginative mail design on pages 24 and 25. Decorate Postal Service™ stationery with these practical tips, and find the perfect stamps to beautify your correspondence.

Discover the myriad ways the Postal Service is leveraging new technology on page 26. Whether using special printing techniques, creating Augmented Reality through apps, or offering a new notification service, we are committed to the pursuit of our shared digital future.

Looking for the perfect gift this season? Look no further than our wide array of philatelic products, starting on page 28: Explore our creative collectible folios, and take a stroll through the framed stamps gallery.

October is Stamp Collecting Month! To celebrate, we interviewed a seasoned collector and share his advice about how to start your own stamp collection (page 36). Collectors can also consider our subscription program and the latest additions to the Commemorative Panels.

From all of us at the Postal Service, we wish you a happy fall filled with wonderful stamps.

Every Day's a Stamp Day!

Mary-Anne Penner
Director, Stamp Services

USA Philatelic

2017 / VOLUME 22 / FALL

PUBLISHED BY

Stamp Services
United States Postal Service
Washington, DC 20260-3501

POSTMASTER GENERAL & CHIEF EXECUTIVE OFFICER

Megan J. Brennan

CHIEF CUSTOMER AND MARKETING OFFICER &

EXECUTIVE VICE PRESIDENT

James P. Cochran

VICE PRESIDENT, MARKETING

Steve Monteith

DIRECTOR, STAMP SERVICES

Mary-Anne Penner

MANAGER, STAMP PRODUCTS AND EXHIBITIONS (ACTING)

Margaret Pepe

STAMP PRODUCTS TEAM

Rich Firestone

Wayne Mazza

Yolanda Moore

FOR CUSTOMER SERVICE INQUIRIES, PLEASE CONTACT:

Stamp Fulfillment Services

8300 NE Underground Drive, Pillar 210

Kansas City, MO 64144-0001

USA Philatelic is an official source of current stamps and stamp products from the U.S. Postal Service.

Stamp designs and philatelic products shown may reflect preliminary artwork and are subject to change. Single stamps shown are for illustrative purposes only unless specified for individual sale.

All stamp and postal stationery designs are copyrighted by the U.S. Postal Service. The UNITED STATES POSTAL SERVICE, the Eagle Logo, Postal Service and The Postal Store® are among the many trademarks of the United States Postal Service. All rights reserved.

PLEASE NOTE

- The U.S. Postal Service reserves the right to adjust pricing when it coincides with a Rate Change.
- Unless otherwise noted, all stamps are self-adhesive.



Printed in the USA on recycled paper.

© 2017 USPS. All Rights Reserved.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 million residences, businesses, and Post Office Boxes. The Postal Service receives no direct support from taxpayers for its operations. With 31,000 retail locations and the most frequently visited website in the federal government, the Postal Service relies on the sale of postage, products, and services to pay for operating expenses.

Not a subscriber?

Sign up today to receive free quarterly copies of *USA Philatelic*! Call 1 800 782-6724 or visit usps.com/philatelic.

FIND US ON FACEBOOK

Facebook.com/USPSstamps

FOLLOW US ON TWITTER

@USPSstamps

SHOP WITH US ON eBay

ebay.com/stamps



FEATURES

2 / Slipping Under the Spell of Sharks

Dive into the curious world of these magnificent fish.

6 / Iconic Villains of the Silver Screen

Some of Disney's most memorable characters.

10 / An Enigmatic Vision of the Ordinary

The work of artist Andrew Wyeth.

13 / The Priority of Pollinators

Protecting the vital creatures that help plants reproduce.

14 / Fine Art for Everyday Envelopes

New stamps feature a lush portrayal of garden-grown blooms.

16 / Decades of Service

Father Theodore Hesburgh and his service to the Catholic Church, to Notre Dame, and to the world.

24 / Turn Your Mail Into a Miniature Work of Art

Practical tips for making beautiful mail.

26 / Product Spotlight: Embracing a Digital Future

Learn about new technologies being used in mail and stamp design.

DEPARTMENTS

5 / Look What's New

New issues from the U.S. Postal Service® to add to your collection, including the *Azulillo* stamped card, *Father Theodore Hesburgh*, and Baseball Hall of Fame inductee keepsakes.

18 / Forever and Ever

Forever® stamps are always valid for the rate printed on them, perfect for enriching collections and personalizing correspondence.

21 / Other Rates

For postcards, international letters, and those times when you'd simply like your correspondence to help fund a worthy cause, start here.

28 / Philatelic Products

Philatelic favorites, including press sheets, framed stamps, collectible folios, and commemorative panels.

36 / Collector's Zone®

The complete list of available products for every stamp shown in this catalog, presented as an alphabetical index.

APU	Ashton-Potter (USA)	✂	Available while supplies last
AVR	Avery Dennison	!	Going off sale
BCA	Banknote Corporation of America	📅	Available for purchase date
SSP	Sennett Security Products		



**Slipping
Under
the**

Spell of



of Sharks

DIVE INTO THE CURIOUS WORLD OF THESE MAGNIFICENT FISH.



FEW CREATURES have been as misunderstood and vilified as sharks. Yet we humans pose a far greater danger to sharks than they do to us. In recognition of the beauty and power of these tremendous fish, this sheet of 20 Forever® stamps includes five shark species that swim in America's coastal and open-ocean waters. The images of the sharks were illustrated by artist Sam Weber and designed by Art Director Derry Noyes. "My intention was to make these fish look beautiful and elegant — not sensationalized and scary," Noyes says. ¶ Noyes was attracted to the quality of Weber's work, specifically to his skill in painting water and animals. "He's a master," she says. ¶ They hadn't previously worked together, and Weber had never painted sharks before. But the collaboration

process and final outcome were an unqualified success: “Working with him was a dream come true,” Noyes says.

The stamps were illustrated to show different perspectives of the five shark species. To lend visual diversity to the pane, some stamps show the shark from above or below, and some stamps display the sharks in varying depths of the ocean.

“As a consequence, this design meant that you couldn’t put the sharks all in the same body of water,” she says. “There are different depths and different angles, which is why we needed a border around each stamp.”

The sheet of stamps includes four stamps of each of the five species.

MEET THE SHARKS

The mako shark is perhaps the professional athlete of the shark world. If hooked, it can leap 20 feet above the sea’s surface in a fight for its life. The shortfin mako, shown in the stamp, can reach more than 10 feet in length and prefers to live in warm tropical and subtropical waters.

As the world’s largest fish, the whale shark is about the size of a school bus. But it is as docile as it is colossal: Whale sharks are filter feeders, swimming slowly to collect plankton, small fish, and squid. When they find food, whale sharks vacuum up water and flush it through their gills. The gills then act like fine sieves and retain tiny bits of food.

The thresher shark uses its unique tailfin as a lasso, spinning it around a school of fish to tighten the formation and then using the fin like a whip to strike the fish. This cowboy among sharks is known to collaborate with other thresher sharks to ambush prey. Most sharks and other fish are “cold blooded,” but the thresher shark has a unique circulatory system that keeps its body at a higher temperature than the water surrounding it. This adaptation allows for the bursts of energy needed for the thresher’s vigorously predatory lifestyle.

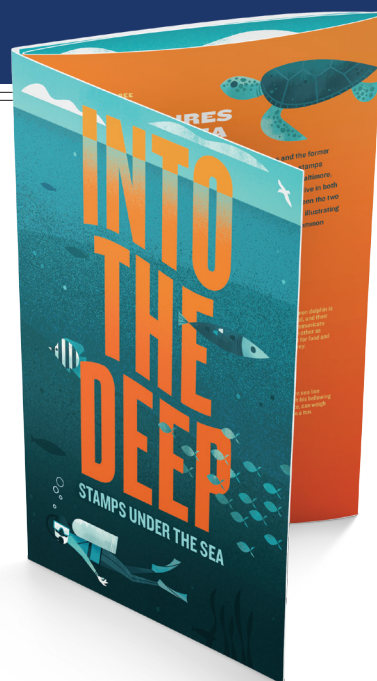
“The whole impetus behind this project was to show off what beautiful fish they are,” Art Director Derry Noyes says. “Sharks can appear scary, but they are important in the biodiversity of our oceans.”

With its oddly shaped head, the hammerhead shark is easily recognizable. These sharks feed by night and socialize together by day. Scientists are not certain of the purpose of the unusual head formation. It could allow for precision steering and an all-around view while swimming in the ocean. The scalloped hammerhead, depicted in the stamp, is one of three types of large hammerhead sharks.

The great white shark can grow to a length of 21 feet and go weeks or even months without feeding. Its teeth are like serrated knives that are used with massive force.

Great whites are the only shark known to “spy hop” — peek above the surface of the water to survey the activity of prey. They rarely attack humans, but if great whites do, a fatal injury is likely, which explains the widespread notoriety of the species.

Unfortunately, overfishing has collapsed many shark populations. But shark ecotourism is growing, and increased research has led to conservation efforts and a greater understanding of these powerful, mysterious creatures.



Into the Deep: Stamps Under the Sea Folio

For decades, the U.S. Postal Service® has celebrated the wonders of the ocean with stamps that showcase the multitude of creatures found in the sea. The *Into the Deep* folio invites you to explore underwater surprises, from tiny starfish to great white sharks, as you unfold levels of the sea floor. Including stamps from *Creatures of the Sea* (1990), *Wonders of the Sea* (1994), *Aquarium Fish* (1999), and *Sharks* (2017), this colorful marine collection offers plenty to explore.

474527 / \$18.95





Sharks

First-Class Rate Forever®

DATE OF ISSUE: 7/26/17 AT NEWPORT KY 41071

Celebrate the wonder of sharks with new Forever® stamps depicting five different species of these extraordinary fish.

PANE OF 20 WITH PLATE NO. & SELVAGE* / 474504 / \$9.80



*Please refer to the order form for information on requesting specific plate positions.



**SOME OF
DISNEY'S MOST
MEMORABLE
CHARACTERS**



Iconic Villains

O F • T H E

Silver Screen

“MAGIC MIRROR ON THE WALL, WHO IS THE FAIREST ONE OF ALL?”

Following those infamous words, one of cinema's most iconic villains sets out to rid the world of her beautiful stepdaughter with a poisoned apple. After biting into the tainted fruit, Snow White falls into a deep slumber before she is revived by the Prince's kiss.







Say Hello to a Villain

You've met the evil Queen from *Snow White and the Seven Dwarfs*. But do you remember Honest John the fox from *Pinocchio* (1940)? Far from trustworthy, Honest John and his right-hand man, Gideon the cat, nefariously steer Pinocchio in the wrong direction.

Then there's Lady Tremaine, who makes life miserable for her stepdaughter in *Cinderella* (1950). Another infamous queen displays her mean streak in *Alice in Wonderland* (1951). The colorful Queen of Hearts holds a trial to determine Alice's fate. "Off with her head!" roars the regent, but the resourceful girl manages to escape to safety.

Peter Pan (1953) features the ruthless, mustachioed Captain Hook, who spends his days searching Never Land for the boy responsible for lopping off his left hand and feeding it to a crocodile. In *Sleeping Beauty* (1959), Maleficent curses Princess Aurora at birth, later returning to trick the teenaged girl into pricking her finger on an enchanted spindle.

Who could forget the black-and-silver haired Cruella De Vil, whose passion for fur leads her to attempt an impossible canine kidnapping in *One Hundred and One Dalmatians* (1961)? Another prince helps Ariel to defeat the powerful sea witch Ursula in *The Little Mermaid* (1989).

The egotistical hunter Gaston vies for the hand of Belle in *Beauty and the Beast* (1991), but she repeatedly rejects him. Surrounded by a pack of hyenas, the scheming Scar takes over as ruler in *The Lion King* (1994) until his nephew Simba returns from exile and takes his rightful place on the throne.

Despite the wicked plans of these Disney villains, the forces of good always win in the end.

(CONTINUED FROM PAGE 6)

Snow White and the Seven Dwarfs, released in 1937, made history as Disney's first full-length animated feature film.

Since then, Disney has created numerous other memorable villains, and the U.S. Postal Service® immortalizes 10 of them in the new issuance: *Disney Villains from the Walt Disney Studios Ink & Paint Department*.

Beginning in 1923, the artists in the Ink & Paint Department brought life to countless memorable characters, including many iconic Disney villains. After animators' pencil drawings were finished, they went to Ink & Paint. There, highly specialized artists meticulously recreated onto cel each pencil line in ink.

At first, artists used black and white to "color" each celluloid or cel. In the early 1930s, they began using rich colors.

The artistry of Disney's Ink & Paint Department required not only artistic talent but also speed, a steady hand, and total concentration. Often the entire division was so quiet that only the soft sound of brushes swishing could be heard.

The last full-length animated Disney film to use the hand-painted cel process was *The Little Mermaid*, in 1989.

For later films, such as *Beauty and the Beast* and *The Lion King*, pencil drawings were scanned into a computer and painted digitally. For stamps representing these two films, the villains Gaston and Scar have been recreated using traditional ink and paint techniques.

Today, the artistry of Ink & Paint lives on with collectors of original production cel art as well as in limited-edition reproductions.



An Enigmatic Vision of the Ordinary

The work of
artist Andrew
Wyeth



WORKING IN A REALISTIC STYLE that nonetheless contained abstract structures and complex symbolism, Andrew Wyeth (1917–2009) is celebrated as one of the most prominent American artists of the 20th century.

By the late 1930s, Wyeth had become a skilled watercolor painter, exhibiting and selling his work in Philadelphia and New York City. He took up a technique known as drybrush, which involved dipping his brush in watercolor paint, squeezing out most

of the color and moisture, and meticulously building up detailed layers, sometimes over the course of several months.

Wyeth's wife, Betsy, profoundly influenced her husband's art. She advised him to continue his tendency to reduce or remove color from his work; and she introduced him to the Olsons, the neighbors at their summer home in Maine who became subjects of some of his most important paintings, including "Christina's World" (1948).

Rather than depict nature with photographic accuracy, Wyeth used painting to convey emotions that were difficult to put into words. His work often reflected echoes from his personal life, including his own distinctive sense of the wondrous and the strange.

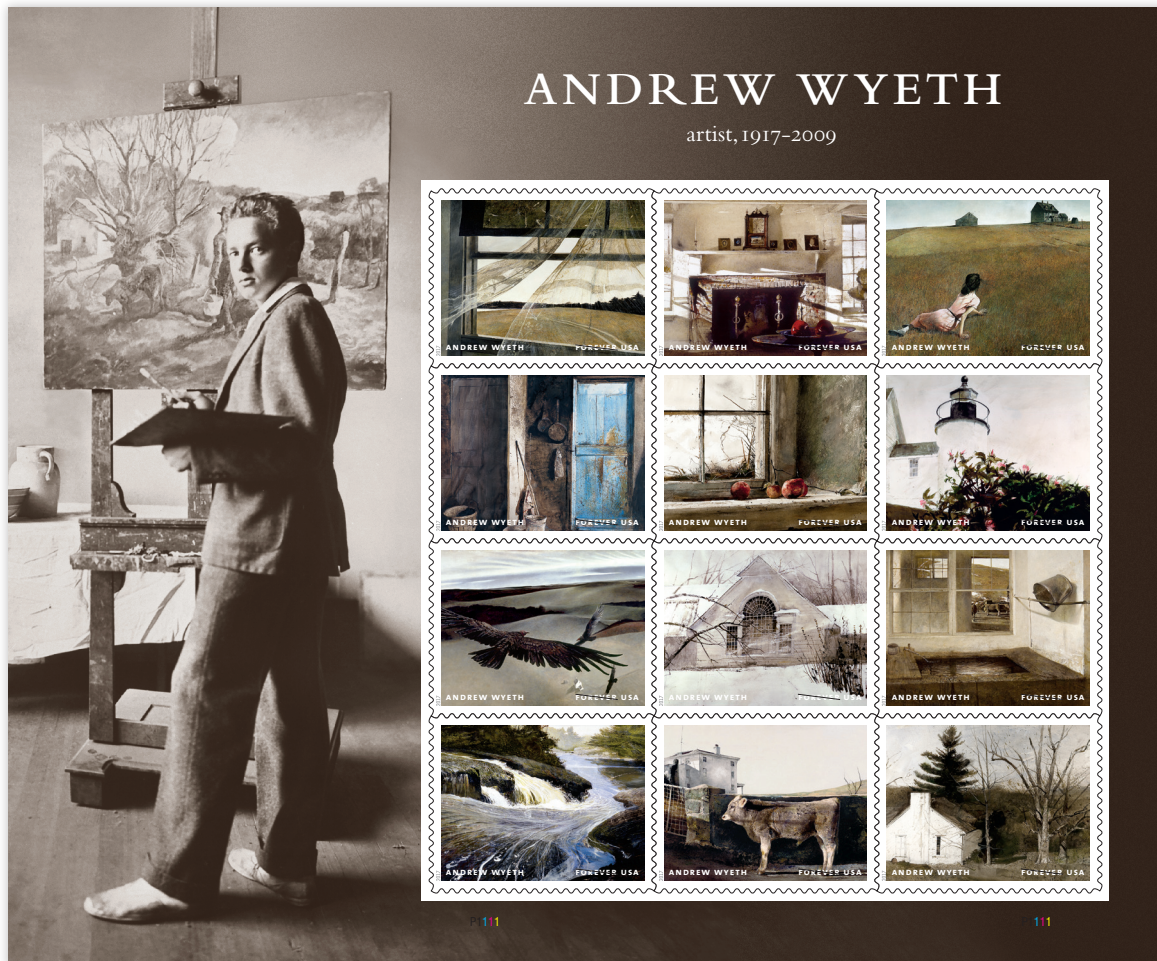
Wyeth's artistic achievements were numerous, including admittance to the American Academy of Arts and Letters (1955); selection as a *Time* magazine cover story (1963); induction into the *Institut de France Académie des Beaux-Arts* (1977); and receipt of the Congressional Gold Medal (1990).

In 1986, Wyeth made headlines with an exhibition of previously unseen work, known as the "Helga pictures," approximately 240 works ranging from pencil studies to final paintings — all of the

same woman, captured over more than a decade, across a wide emotional range.

Wyeth painted until shortly before his death at age 91, and his art continues to attract museum-goers and invite new interpretations.

With the issuance of these stamps, to commemorate the centennial of the artist's birth, three generations of the Wyeth family are featured on American postage: In 1971, Wyeth's son Jamie designed and painted the contemporary Christmas stamp for that year. And in 2001, his father, N. C. Wyeth, was honored as part of the *American Illustrators* pane.



Andrew Wyeth

First-Class Rate Forever®

DATE OF ISSUE: 7/12/17 AT CHADDS FORD PA 19317

Honor a prominent American artist and 12 of his haunting and enigmatic paintings.

PANE OF 12 WITH PLATE NO. & SELVAGE* / 475004 / \$5.88

Andrew Wyeth: Copyrights in the paintings are owned by The Betsy James Wyeth Revocable Trust U/A/D May 26, 1995, As Amended. / "Young Bull," 1960, Drybrush / "Wind from the Sea," 1947, Tempera, original owned by National Gallery of Art / "Spring Fed," 1967, Tempera, original owned by a Private Collection / "Soaring," 1942 - 1950, Tempera, original owned by Shelburne Museum / "Sailor's Valentine," 1985, Watercolor / "North Light," 1984, Watercolor, original owned by Brandywine River Museum of Art / "My Studio," 1974, Watercolor, original owned by Pamela and John Hervey / "Frostbitten," 1962, Watercolor, original owned by Private Collection / "Christina's World," 1948, Tempera, original owned by Museum of Modern Art / "The Carry," 2003, Tempera / "Big Room," 1988, Watercolor, original owned by Private Collection / "Alvaro and Christina," 1968, Watercolor, original owned by William A. Farnsworth Library and Art Museum



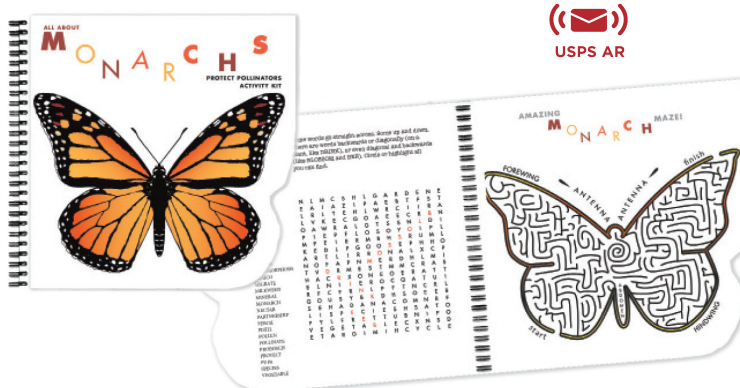
Protect Pollinators

First-Class Rate Forever®

DATE OF ISSUE: 8/3/17 AT RICHMOND VA 23232

Pay tribute to a vital part of our ecosystem with these stamps featuring two of North America's iconic insect pollinators.

PANE OF 20 WITH PLATE NO. & SELVAGE* / 475204 / \$9.80



Protect Pollinators Activity Kit

This 7.5 x 7-inch, "All About Monarchs" Protect Pollinators Activity Kit contains 24 pages of fun facts, games, stickers, and two postcards with postcard rate stamps for mailing. One randomly selected **Protect Pollinators** Forever® stamp is included along with additional mounts, so you can collect all five!

475229 / \$14.95

*Please refer to the order form for information on requesting specific plate positions.



The Priority of Pollinators

Protecting the vital creatures that help plants reproduce

ACROSS THE CONTINENT, the monarch butterfly and the honeybee bring color and activity to gardens, meadows, farms, and orchards. They exemplify the ecological service provided by all pollinators, which include other insects, birds, and bats. Trending declines in the monarch and honeybee populations alert us that all pollinators need human intervention in order to thrive.

Pollination allows a plant to produce seeds that can grow into new plants. Pine trees, grasses, and grains are pollinated by wind, which distributes pollen to the female reproductive cells of another like plant.

The majority of flowering plants, however, rely on insects and other creatures to shuttle pollen from plant to plant. The western honeybee is North America's most vital pollinator — visiting hundreds of flowers in a single flight. Managed hives are now trucked to farms around the nation to pollinate the blossoms of everything from almond and citrus trees to berries, cucumbers, and onions.

In fact, we can thank honeybees for about one-third of the food we eat.

Yet, despite agricultural demand for honeybees, their numbers are falling. A few decades ago, it was typical for only 10-15 percent of a colony to die off during the winter; today, annual winter losses are about 30 percent. Varroa mites, parasites previously not known to afflict honeybees, were first detected in the hives of western honeybees in 1987. An infestation can weaken an entire honeybee colony. Within the last decade, a mysterious phenomenon called colony collapse disorder has been causing worker bees to abandon their hives abruptly, which effectively wipes out the hive. While CCD is not well understood, scientists are examining a number of factors including parasites, pathogens, pesticides, immunodeficiencies, and management practices.

Another valuable pollinator, the orange and black monarch butterfly, can travel thousands of miles on its own wing-power. Each winter, monarchs migrate to Mexico's Sierra Madre Mountains — some from up to 3,000 miles away.

The United States, Canada, and Mexico are cooperating to protect pollinators. Individuals can also help butterflies, bees, and other pollinators by planting pollinator gardens that include native flowers or heirloom varieties of fruits and vegetables.



Flowers from the Garden

First-Class Rate Forever®

DATE OF ISSUE: 8/16/17 AT SIOUX FALLS SD 57104

Enjoy the beauty of these oil paintings of flowers gathered from a typical American garden.

BOOKLET OF 20 (2-SIDED) / 672104 / \$9.80

Fine Art for Everyday Envelopes

New stamps feature a lush portrayal of garden-grown blooms

ARTIST ELIZABETH BRANDON has an unusual eye for flowers. While most of us would notice their striking colors or gentle curves, she sees a world of unfolding drama in petals and stems.

"Flowers are different from solid objects such as fruit," says Brandon, whose still-life oil paintings appear in the new *Flowers from the Garden* stamps. "They're quick, and they move a lot. They have lots of depth and activity happening within them — some may be airy; others, dense and full."

When arranging vignettes in her Nashville studio, the artist plays with natural light using a shadow box to accentuate the flowers' forms. "I'm looking for that moment when I go, 'Aha! That's it!'" she says, "and then it's a rush to begin painting."

Brandon's romantic style caught the eye of Art Director Derry Noyes, who first encountered the artist's work in a magazine.

"Having worked on many flower stamps over the years, I thought there was a lushness to her art," says Noyes, who always searches for new interpretations of best-loved stamp motifs. "It was a different style than we'd done before."

Each stamp features flowers common to American gardens: red camellias dotted with yellow forsythia (*top, left*); white hydrangeas mixed with white and pink roses, green hypericum berries, and purple lisianthus (*top, right*); white peonies paired with pink tree peonies (*bottom, left*); and blue hydrangeas appearing solo (*bottom, right*).

The artist says she hopes that, through the stamps, "art can be with us everywhere." Indeed, the stamps are fitting complements to moments of love, sympathy, celebration, and congratulations — for any occasion when you would send flowers.



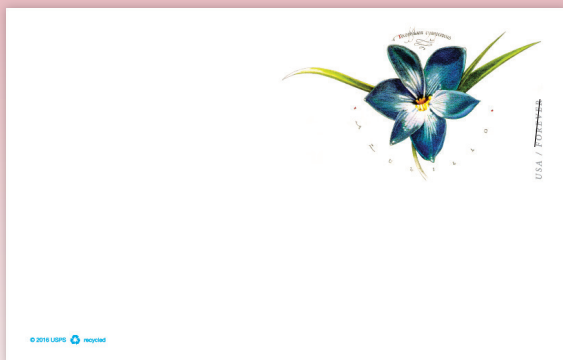
Flowers from the Garden Notecard Set

The latest stamps for flower-lovers feature a lush portrayal of garden-grown blooms. Bring the beautiful outdoors into someone's home with these colorful notecards — just like a fresh bouquet.

And unique to this notecard set: The outside of each card is imbued with the sweet scent of hydrangea using a scratch-and-sniff technology!

The set includes 8 notecards (2 each of 4 beautiful flower designs), 8 envelopes, 8 seals, and 8 **Flowers from the Garden** Forever® stamps. The inside of each card is blank, for you to hand-craft a message as unique as the flower on the outside.

672166 / \$15.95



Azulillo Stamped Card

Postcard Rate

DATE OF ISSUE: 8/11/17 AT INDEPENDENCE OH 44131

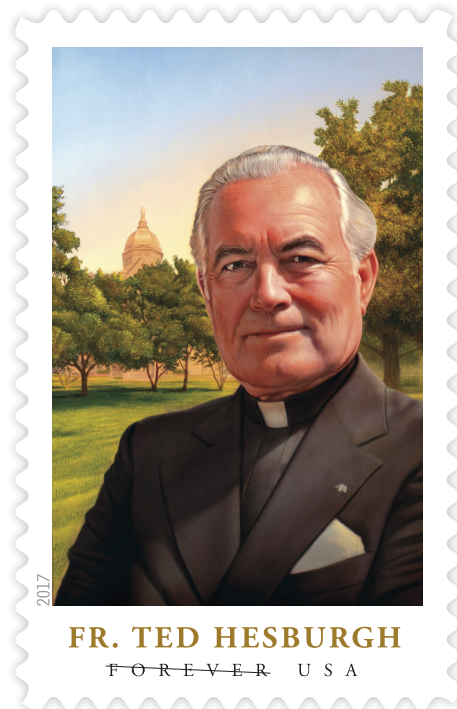
The latest stamped card features the Chilean blue crocus, commonly known as *azulillo*, which loosely translates as "little blue thing" in Spanish.

250004 / SINGLE CARD / \$0.38

250016 / SINGLE CARD FIRST DAY COVER / \$0.50

250404 / DOUBLE REPLY CARD / \$0.76

250416 / DOUBLE REPLY CARD FIRST DAY COVER / \$0.88



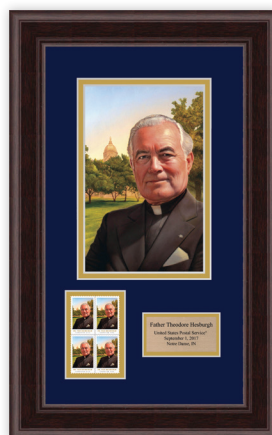
Father Theodore Hesburgh

First-Class Rate Forever®

DATE OF ISSUE: 9/1/17 AT NOTRE DAME IN 46556

This long-time president of the University of Notre Dame was considered one of the most important educational, religious, and civic leaders of the 20th century.

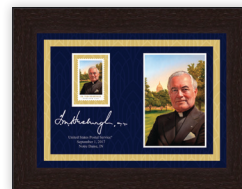
PANE OF 20 WITH PLATE NO. & HEADER* / 474704 / \$9.80



Framed Stamps

11" X 17" / 474724 / \$39.95

9" X 7" / 474725 / \$14.95



Decades of Service

Father Theodore Hesburgh and his service to the Catholic Church, to Notre Dame, and to the world



FATHER THEODORE HESBURGH is considered one of the most important educational, religious, and civic leaders of the 20th century.

Born in Syracuse, New York, on May 25, 1917, Father Hesburgh knew from childhood that he wanted to be a priest. After graduation from high school, he attended the University of Notre Dame before earning a philosophy degree from Pontifical Gregorian University in Rome in 1939.

Then in 1943, he was ordained into the priesthood of the Congregation of Holy Cross, a religious community of the Roman Catholic Church dedicated to education, parish, and mission ministries worldwide.

Following completion of his doctorate from the Catholic University of America, Father Hesburgh was appointed religion instructor at Notre Dame as well as chaplain to World War II veterans who were studying at the university. In 1952, he became Notre Dame's 15th president, a position he held for 35 years — the longest presidential term in Notre Dame's history.

Although a champion of causes ranging from immigration reform to civil rights, Father Hesburgh regarded his vocation as a priest as the most important aspect of his life, and he rarely missed saying the daily Mass. His travels in support of his public service work meant celebrating Mass in some unusual places, including the Kremlin and the South Pole.

Father Hesburgh retired as Notre Dame's president in 1987. He received two of the nation's highest civilian awards: the Presidential Medal of Freedom (1964) and the Congressional Gold Medal (2000). The library at Notre Dame is named for him, and he received more than 150 honorary degrees from colleges and universities around the world.

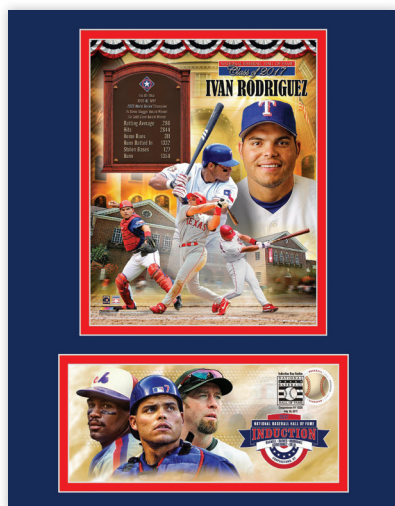
The Rev. Theodore M. Hesburgh, C.S.C., died on February 26, 2015, in South Bend, Indiana, on the campus of his beloved Notre Dame.



Hall of Fame Cachet
(Includes protective sleeve)
882110 / \$9.95



Hall of Fame Matted Cachets with Art -
Jeff Bagwell
12" x 16" / 882111 / \$17.95



Hall of Fame Matted Cachets with Art -
Ivan Rodriguez
12" x 16" / 882113 / \$17.95



Hall of Fame Matted Cachets with Art -
Tim Raines
12" x 16" / 882114 / \$17.95



Total Eclipse of the Sun

First-Class Rate Forever®

DATE OF ISSUE: 6/20/17 AT LARAMIE WY

PANE OF 16 WITH PLATE NO. & HEADER* / 475304 / \$7.84



Mississippi Statehood

First-Class Rate Forever®

DATE OF ISSUE: 3/31/17 AT GULFPORT MS

PANE OF 20 WITH PLATE NO.* / 474804 / \$9.80



Delicioso

First-Class Rate Forever®

DATE OF ISSUE: 4/20/17 AT ALBUQUERQUE NM

BOOKLET OF 20 (2-SIDED) / 672704 / \$9.80



Henry David Thoreau

First-Class Rate Forever®

DATE OF ISSUE: 5/23/17 AT CONCORD MA

PANE OF 20 WITH PLATE NO. & HEADER* / 475104 / \$9.80



WPA Posters

First-Class Rate Forever®

DATE OF ISSUE: 3/7/17 AT HYDE PARK NY

BOOKLET OF 20 (2-SIDED) / 674604 / \$9.80



Celebration Boutonniere

First-Class Rate Forever®

DATE OF ISSUE: 5/2/17 AT ST. LOUIS MO

PANE OF 20 WITH PLATE NO.* / 563304 / \$9.80

Visit the Collector's Zone® on pages 36-44 to learn how many unique stamp designs are part of each Forever® issue and view all of the available product offerings.



Have A Ball!

First-Class Rate Forever®

DATE OF ISSUE: 6/14/17 AT HARTFORD WI
PANE OF 16 WITH PLATE NO.* / 474904 / \$7.84



Songbirds in Snow

First-Class Rate Forever®

DATE OF ISSUE: 8/4/16 AT PORTLAND OR
BOOKLET OF 20 (2-SIDED) / 681104 / \$9.80



U.S. Flag 2017

First-Class Rate Forever®

DATE OF ISSUE: 1/27/17 AT NORCROSS GA
BOOKLET OF 20 (2-SIDED) / 672004 / \$9.80



Pets

First-Class Rate Forever®

DATE OF ISSUE: 8/2/16 AT LAS VEGAS NV
BOOKLET OF 20 (2-SIDED) / 680704 / \$9.80

[View more products online.](#)



National Parks

First-Class Rate Forever®

DATE OF ISSUE: 6/2/16 AT NEW YORK NY
PANE OF 16 WITH PLATE NO. & SELVAGE * / 560604 / \$7.84



Love Skywriting

First-Class Rate Forever®

DATE OF ISSUE: 1/7/17 AT CHINO CA
PANE OF 20 WITH PLATE NO.* / 561604 / \$9.80



John Fitzgerald Kennedy

First-Class Rate Forever®

DATE OF ISSUE: 2/20/17 AT BOSTON MA
PANE OF 12 WITH PLATE NO. & SELVAGE* / 474604 / \$5.88



Patriotic Spiral

First-Class Rate Forever®

DATE OF ISSUE: 8/19/16 AT KANSAS CITY MO
BOOKLET OF 10 / 671304 / \$4.90



Nebraska Statehood

First-Class Rate Forever®

DATE OF ISSUE: 3/1/17 AT LINCOLN NE
PANE OF 20 WITH PLATE NO.* / 474404 / \$9.80



Celebrating Lunar New Year: Year of the Rooster

First-Class Rate Forever®

DATE OF ISSUE: 1/5/17 AT SEATTLE WA
SOUVENIR SHEET OF 12 / 552004 / \$5.88



Dorothy Height

First-Class Rate Forever®

DATE OF ISSUE: 2/1/17 AT WASHINGTON DC
PANE OF 20 WITH PLATE NO. & HEADER* / 474304 / \$9.80



Oscar de la Renta

First-Class Rate Forever®

DATE OF ISSUE: 2/16/17 AT NEW YORK NY
PANE OF 11 WITH PLATE NO. & SELVAGE* / 562704 / \$5.39



Strawberries 3¢

DATE OF ISSUE: 5/5/17 AT ACTON MA
COIL OF 10,000 / 760304 / \$300.00



Grapes 5¢

REISSUED: 2/24/17 AT GRAPEVINE TX
PANE OF 20 WITH PLATE NO.* / 111404 / \$1.00



Pears 10¢

REISSUED: 3/23/17 AT CLEVELAND OH
PANE OF 20 WITH PLATE NO.* / 111504 / \$2.00



Robert Panara (70¢)

2 Ounce Rate**

DATE OF ISSUE: 4/11/17 AT ROCHESTER NY
PANE OF 20 WITH PLATE NO. & HEADER* / 114004 / \$14.00



Celebration Corsage (70¢)

2 Ounce Rate**

DATE OF ISSUE: 5/2/17 AT ST. LOUIS MO
PANE OF 20 WITH PLATE NO.* / 563004 / \$14.00



Green Succulent (\$1.15)

Global Rate**

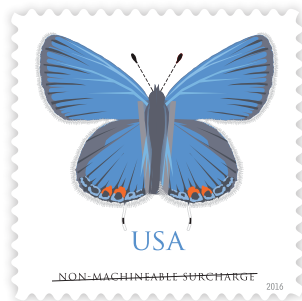
DATE OF ISSUE: 4/28/17 AT SAN FRANCISCO CA
PANE OF 10 WITH PLATE NO.* / 564504 / \$11.50

Visit the Collector's Zone® on pages 36-44 to learn how many unique stamp designs are part of each Forever® issue and view all of the available product offerings.

* Please refer to the order form for information on requesting specific plate positions.

** These non-denominated stamps will always be valid for the current applicable rate printed on them.

Other Rates



Eastern Tailed Blue (70¢)

Non-Machineable Surcharge Rate**

DATE OF ISSUE: 9/24/16 AT KANSAS CITY MO
PANE OF 20 WITH PLATE NO. & HEADER* / 119504 / \$14.00



Gateway Arch \$23.75

Priority Mail Express®

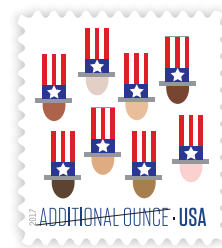
DATE OF ISSUE: 1/22/17 AT KANSAS CITY MO
PANE OF 4 WITH PLATE NO.* / 111304 / \$95.00



Lili'uokalani Gardens \$6.65

Priority Mail®

DATE OF ISSUE: 1/22/17 AT KANSAS CITY MO
PANE OF 4 WITH PLATE NO.* / 119904 / \$26.60



Uncle Sam's Hat (21¢)

Additional Ounce Rate**

DATE OF ISSUE: 2/18/17 AT MESA AZ
PANE OF 20 WITH PLATE NO.* / 119704 / \$4.20



Patriotic Nonprofit (5¢)

DATE OF ISSUE: 2/10/17 AT FORT LAUDERDALE FL

STRIP OF 25 (10K COIL) / 760203 / \$1.25

STRIP OF 25 (3K COIL) / 755103 / \$1.25



Seashells (34¢)

Postcard Rate**

DATE OF ISSUE: 1/28/17 AT SAN DIEGO CA
PANE OF 20 WITH PLATE NO.* / 119604 / \$6.80
COIL OF 100 / 749904 / \$34.00

Visit the Collector's Zone® on pages 36-44 to learn how many unique stamp designs are part of each Forever® issue and view all of the available product offerings.

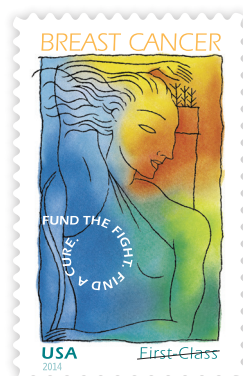
Semipostals



Save Vanishing Species Semipostal

First-Class Rate

DATE OF ISSUE: 9/20/11 AT WASHINGTON DC
PANE OF 20 WITH PLATE NO. & HEADER* / 576674 / \$12.00



Breast Cancer Research Semipostal

First-Class Rate

REISSUED: 9/30/14 AT SACRAMENTO CA
PANE OF 20 WITH PLATE NO.* / 555304 / \$12.00

Duck Stamps

More than keepsakes for stamp collectors and outdoor enthusiasts, Federal Duck Stamps add up to a big investment in conservation. Nearly all of the proceeds of these stamps, issued by the U.S. Department of the Interior, help protect bird and wildlife habitats. Also serving as hunting licenses for waterfowl hunters, duck stamps feature artwork selected annually through a juried art contest open to the public.



Trumpeter Swans (Junior Duck) \$5.00

Water-Activated

DATE OF ISSUE: 6/23/17 AT LITTLE ROCK AR
SINGLE STAMP / 541701 / \$5.00



Canada Geese \$25.00

Water-Activated

DATE OF ISSUE: 6/23/17 AT LITTLE ROCK AR
SINGLE STAMP / 335601 / \$25.00
SINGLE STAMP (SELF-ADHESIVE) / 335704 / \$25.00

NOTE: Each **Breast Cancer Research** and **Save Vanishing Species Semipostal** stamp is valid for postage at the First-Class Mail®, single-piece, first-ounce rate in effect at the time of purchase.

NOTE: \$25 Federal Duck stamps are valid for hunting permits but Junior Duck stamps are not. Neither is valid for postage.

* Please refer to the order form for information on requesting specific plate positions.

** These non-denominated stamps will always be valid for the current applicable rate printed on them.



Practical tips for making beautiful mail

Turn Your Mail Into a Miniature Work of Art

Bring some fun and creativity to your correspondence.

Grab a handful of colorful pens and some U.S. Postal Service® stationery, and get ready to lean on your imagination. Deliver extra delight to a friend's mailbox by decorating the envelope of the next personal note you send.

Here are some creative ideas to get you started.

Add design flourishes

Add some artistic details to enhance your envelope. Draw borders around the address blocks, or sketch little natural elements around the corners of the envelope. Try your hand at traditional calligraphic flourishes, such as loops or curlicues, by applying varying pressure on your pen in a downstroke.

Mail Use Guidelines

Make sure your envelope designs reach their destination.

1. Use pen, permanent marker, or inks to design and address your mail. Avoid pencil, which can get smudged.
2. Have fun with lettering, but ensure that all handwritten information is legible, especially the ZIP Code™.
3. Don't forget to save space for your return address, even if you include it on the back flap of the envelope — a requirement on most First Class mail®.
4. And finally, don't forget to save room for a stamp in the upper right-hand corner!

Apply splashes of color

Use markers, pens, and inks to decorate your envelope or postcard with a broad spectrum of color. Bring shades of complementary color to an envelope decorated with one of the **Andrew Wyeth** stamps. Start by penning the recipient's address (and your return address on the back flap). Then, fill up the rest of the envelope with various stripes or swashes of color.



HANNAH JORDAN
123 MAIN ST
ANYTOWN NY
12345...



Brittany Fan
123 Main St.
anytown NEW YORK
1 2 3 4 5

Use artful hand lettering

Complement the paintings from the **Flowers from the Garden** notecards with some graceful lettering on the envelope. Even if you're not a master calligrapher, you can still approximate a beautiful script. Write the recipient's address on the card with a felt-tip pen or marker. Then, trace back over your letters and add depth and shadows in the curves of the lines, to make the lettering appear as if it were calligraphed.

The U.S. Postal Service® is Embracing a Digital Future

Learn about new technologies being used in mail and stamp design.



THE U.S. POSTAL SERVICE® has embraced a digital future as it creates awareness of innovative uses of mail by inspiring mailers to engage with their customers by incorporating digital and interactive platforms with mail.

Leveraging dynamic engagement applications such as enhanced reality, video in print, textures, inks, special paper, personalization and color, mailers are enhancing the mail experience. Higher consumer response rates are being generated by incorporating personalized messages that trigger digital interactions combined with mobile technology making it convenient for customers to shop online. It's Irresistible Mail®!

As we analyze digital trends and determine if they can be integrated from the mail piece, we enhance the value and create new marketing opportunities such as Informed Delivery®.

Informed Delivery gives residential consumers the ability to see a daily preview of letter-sized mail pieces that will be arriving in their mailbox that day. This optional, free feature allows users to view images of the outside of their letter-sized mail pieces on a computer or mobile device. To find out more, visit usps.com/idcatalog.

Also new this year is the inclusion of digital in *USA Philatelic*. Color, texture and enhanced reality such as Augmented Reality (AR) are being used to enhance the customer experience. With AR for instance, readers can experience a First Day of Issuance dedication ceremony, learn about a product or how a stamp was designed.

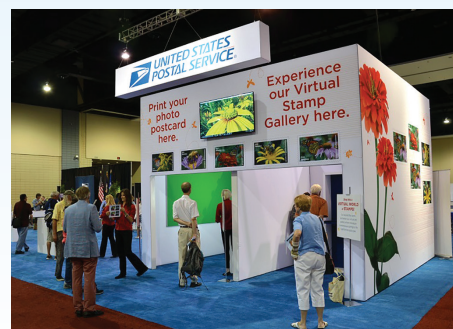
Speaking of design, we are now applying some of these strategies to stamps. With the *Have A Ball!* stamp issuance, each stamp has a distinctive feel and tactile attribute that makes it both familiar and beloved. The *Total Eclipse of the Sun* stamp commemorates this extraordinary event by using special heat-activated technology. These stamps are printed with thermochromic ink, by applying the heat from your thumb or finger over the black disc on the stamp, an image of the full moon is revealed.

As you venture past the perforations into a virtual world of stamps, miniature masterpieces spring to life in three-dimensional immersive experiences. The U.S. Postal Service engages new technology to transport stamps from their print-on-paper medium into virtual worlds in which their subjects live. With this new digital experiment, stamps now exist in multiple dimensions, an evolution designed to capture the imaginations of a new generation of collectors.

Virtual Reality generates opportunities to immerse consumers by creating interactivity and harnessing a first-hand engagement experience. It bridges the physical stamp to a digital roadmap allowing the viewer to experience and interact with it.

At a recent stamp show participants had a chance to experience a simulated three-dimensional worldview of the solar eclipse, swim with the sharks and interact with the butterflies featured in our *Protect Pollinators* stamps.

See what all the buzz is about!



Last
chance to
order!

The World Stamp Show Souvenir Portfolio

Order this exceptional portfolio while supplies last — a must for your collection and a perfect gift for all ages.

586974 / \$90.75



Includes 128 stamps plus mounts!



USPS® StampApp

Stamp collecting has gone mobile!

Now stamp collectors everywhere can both manage their personal collections and access the entire U.S. stamp archive — all from the palm of their hand!

- BROWSE the fully illustrated USPS stamp library
- BUILD, manage, and value personal collections
- CREATE and share stamp wish lists with friends



AVAILABLE FOR \$9.99 ON



Collectible Folios

Expand your collection with these beautiful collectible folios and annual publications. Don't miss the *Into the Deep* folio shown on page 4, the latest addition to our product line.



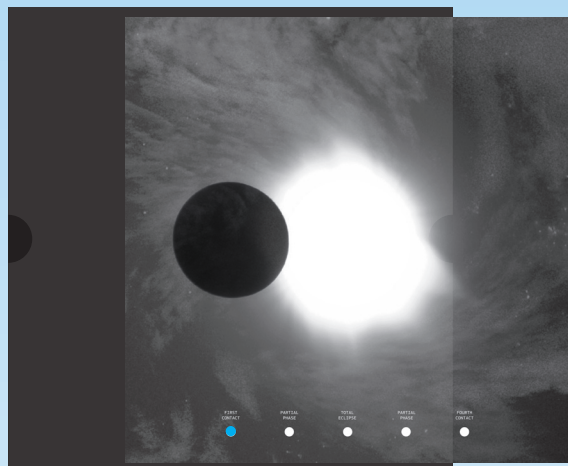
John Fitzgerald Kennedy Collector's Folio

Explore the history and visionary leadership of our nation's 35th president in this uniquely folded keepsake folio. In addition to a timeline of his life and details of his achievements in office, you'll also receive a digital color postmark of the 2017 stamp, a mint condition 13-cent 1967 *John F. Kennedy* stamp, and a mint condition 37-cent 2005 *Presidential Libraries* stamp.

474627 / \$24.95



Despite his tragic death in 1963, John F. Kennedy remains for many a captivating and charismatic personality who appealed to the nation's higher ideals and inspired young Americans to engage in public service. In his famous 1961 Inaugural Address, he called upon Americans to "ask not what your country can do for you — ask what you can do for your country."

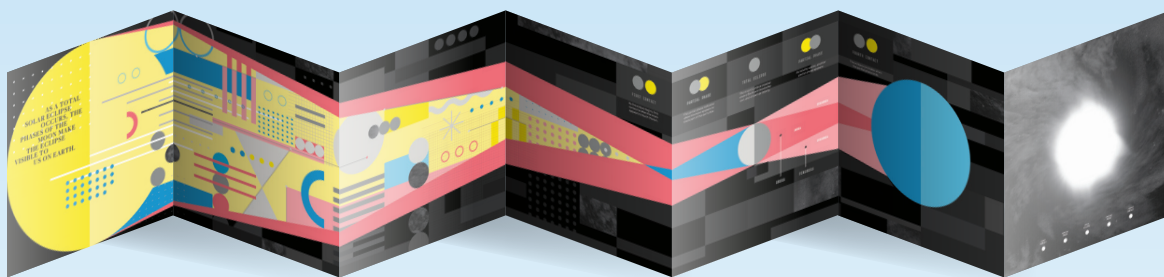


Total Solar Eclipse Folio

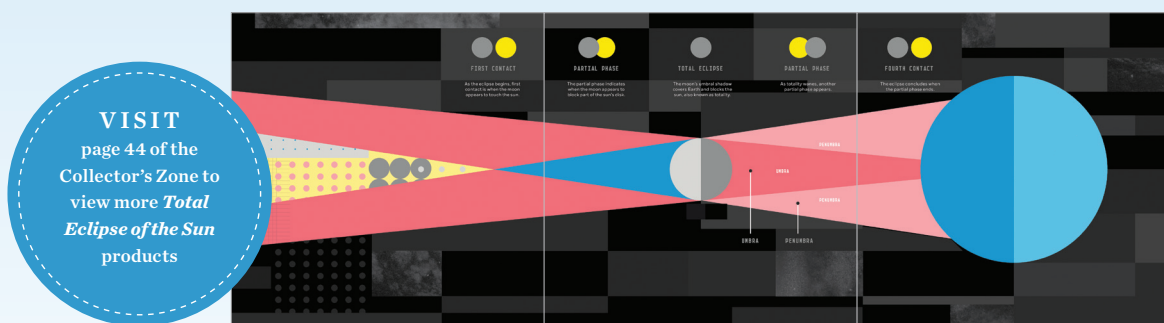
This colorful, inventive folio commemorates an extraordinary event that occurred on August 21, 2017: For the first time in almost four decades, a total eclipse of the sun was visible from the U.S. mainland, sweeping across the width of the country and casting a 70-mile-wide shadow path. The interior of this folded folio displays a map of the eclipse's journey, a creative illustration of how an eclipse works, and a **Total Eclipse of the Sun** stamp.

475327 / \$9.95

The folio also includes a translucent slip case — so you can re-create in your hands the phases of an eclipse.



The eclipse created a 70-mile-wide shadow that crossed America diagonally, appearing first in Oregon and then exiting off the South Carolina coast about an hour and a half later.



VISIT
page 44 of the
Collector's Zone to
view more *Total
Eclipse of the Sun*
products

Explore the wonders of science in this engaging and interactive folio that commemorates an extraordinary event.

The folio was printed with three neon inks and a metallic ink, all of which are opaque and sit on top of the paper, making the colors appear more vibrant.

Press Sheets & Cancellation Products

For many of your favorite stamps, the Postal Service® also sells press sheets and various cancellation products. On these two pages we showcase a sampling of what's available. Visit the Collector's Zone on pages 36-44 for a complete list tied to *your* favorite stamps.

Sharks

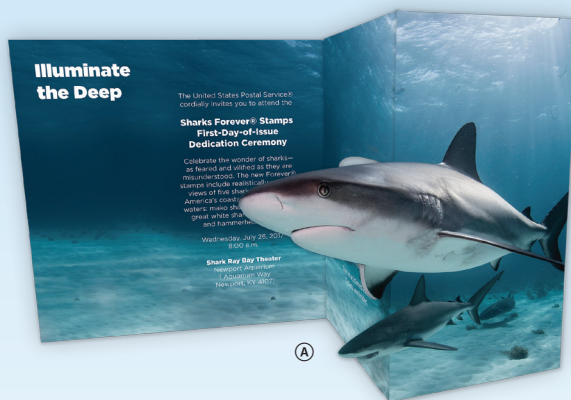
First-Class Rate Forever®

Stamp Ceremony Memento

Includes:

- Ⓐ First Day of Issue Ceremony invitation
- Ⓑ Ceremony Program (Random Single)
- Ⓒ Digital Color Postmark First Day Covers (Set of 5)
- Ⓓ A pane of 20 stamps

474534 / \$21.95



Ⓐ

Ⓓ



Ⓒ



Ⓑ

ALSO AVAILABLE FOR INDIVIDUAL SALE:

Ceremony Program / 474530 / \$6.95

Digital Color Postmark First Day Covers (Set of 5) / 474521 / \$8.20

Pane of 20 stamps / 474504 / \$9.80

Press Sheet with die cuts / 474506 / \$88.20



First Day Covers (Set of 5)
474516 / \$4.65



Pane of 20 & Digital Color Postmark First Day Covers (Set of 5)
474510 / \$18.95



Disney Villains

First-Class Rate Forever®

Digital Color Postmark First Day Covers (Set of 10)

475421 / \$16.40

ALSO AVAILABLE FOR INDIVIDUAL SALE:

Pane of 20 stamps / 475404 / \$9.80

Press Sheet with die cuts / 475406 / \$58.80

First Day Covers (Set of 10) / 475416 / \$9.30

Ceremony Program (Random Single) /

475430 / \$6.95



A Cruella De Vil Framed Stamps (12" x 15") / 475456 / \$29.95

B Gaston Framed Stamps (12" x 15") / 475458 / \$29.95

C Honest John Framed Stamps (12" x 15") / 475451 / \$29.95

D Lady Tremaine Framed Stamps (12" x 15") / 475452 / \$29.95

E Queen of Hearts Framed Stamps (12" x 15") / 475453 / \$29.95

F Scar Framed Stamps (12" x 15") / 475459 / \$29.95

G The Queen Framed Stamps (12" x 15") / 475450 / \$29.95

H Ursula Framed Stamps (12" x 15") / 475457 / \$29.95

I Maleficent Framed Stamps (12" x 15") / 475455 / \$29.95

K Captain Hook Framed Stamps (12" x 15") / 475454 / \$29.95

Framed Stamps

Create a stamp gallery.

Stamps can do more than decorate your envelopes; they can grace the walls of your home and office. Each piece in our framed stamps collection includes First Day of Issue details, plexiglass and matting, and a dust cover and hanger on the back for easy display. Visit USPS.com/framedstamps to browse more framed stamps online.



Sharks Framed Stamps

(12" x 15")

474524 / \$29.95



Andrew Wyeth Framed Stamps

(15" x 16")

475024 / \$39.95



Disney Villains Framed Stamps

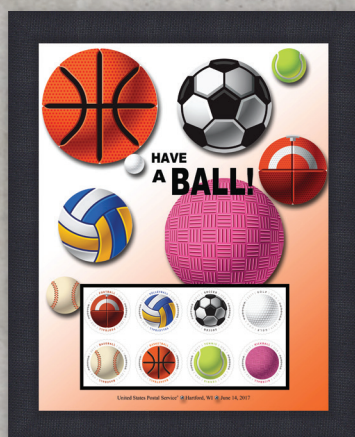
(17" x 14")

475424 / \$39.95

Protect Pollinators Framed Stamps

(17" x 11")

475224 / \$29.95



Have A Ball! Framed Stamps

(14" x 17")

474924 / \$39.95



Flowers from the Garden Framed Stamps

(12" x 15")

672124 / \$29.95

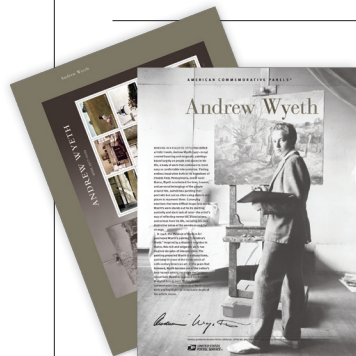


Total Eclipse of the Sun Framed Stamps

(15¼" x 13¼")

475324 / \$39.95

American Commemorative Subscription Programs



ANDREW WYETH
COMMEMORATIVE PANEL



SHARKS
COMMEMORATIVE PANEL



HAVE A BALL!
COMMEMORATIVE PANEL



PROTECT POLLINATORS
COMMEMORATIVE PANEL

Commemoratives are a special stamp classification that honors significant people, dates, historical events, or symbols in our nation's history. A commemorative panel includes expanded narratives about each stamp subject plus mint stamps in acetate mounts. It may also include engraved artwork. Easily mounted in an album or frame, the 8 ½ x 11 ¼-inch panels are great for adding to a specialized collection or compiling on their own. Each panel is available for individual purchase or as part of the subscription program (see page 35 for details).

2017 Commemorative Panels

ANDREW WYETH COMMEMORATIVE PANEL (SET OF 2) / 475033 / \$17.95

CELEBRATING LUNAR NEW YEAR: YEAR OF THE ROOSTER COMMEMORATIVE PANEL / 552033 / \$10.95

DOROTHY HEIGHT COMMEMORATIVE PANEL / 474333 / \$10.95

FATHER THEODORE HESBURGH COMMEMORATIVE PANEL / 474733 / \$10.95

HAVE A BALL! COMMEMORATIVE PANEL / 474933 / \$10.95

HENRY DAVID THOREAU COMMEMORATIVE PANEL / 475133 / \$10.95

JOHN FITZGERALD KENNEDY COMMEMORATIVE PANEL (SET OF 2) / 474633 / \$17.95

MISSISSIPPI STATEHOOD COMMEMORATIVE PANEL / 474833 / \$10.95

NEBRASKA STATEHOOD COMMEMORATIVE PANEL / 474433 / \$10.95

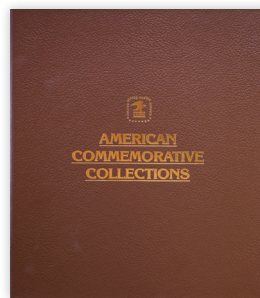
OSCAR DE LA RENTA COMMEMORATIVE PANEL (SET OF 2) / 562733 / \$17.95

PROTECT POLLINATORS COMMEMORATIVE PANEL / 475233 / \$10.95

SHARKS COMMEMORATIVE PANEL / 474533 / \$10.95



OSCAR DE LA RENTA
COMMEMORATIVE PANEL



American Commemorative Collections Binder

BINDER / 880626 / \$24.95

ACETATE PAGES

(SET OF 10, 9 ¼" X 11 ½") /
880700 / \$9.95

2016 Commemorative Panels

INDIANA STATEHOOD COMMEMORATIVE PANEL / 473733 / \$10.95

JAIME ESCALANTE COMMEMORATIVE PANEL / 473833 / \$10.95

NATIONAL PARKS COMMEMORATIVE PANEL (SET OF 2) / 560633 / \$17.95

PLUTO EXPLORED! COMMEMORATIVE PANEL (SET OF 2) / 586633 / \$17.95

HONORING EXTRAORDINARY HEROISM: SERVICE CROSS MEDALS COMMEMORATIVE PANEL /
561133 / \$10.95

RICHARD ALLEN COMMEMORATIVE PANEL / 473533 / \$10.95

SARAH VAUGHAN COMMEMORATIVE PANEL / 586433 / \$10.95

SHIRLEY TEMPLE COMMEMORATIVE PANEL / 473933 / \$10.95

STAR TREK COMMEMORATIVE PANEL / 474033 / \$10.95

Order while
supplies
last!

Subscribe to any program and receive your stamps and stamp products easily and automatically — all year long.



America's Postmark Binder

Preserve your First Day Covers in this gorgeous 9 3/4 x 9 3/4-inch binder that includes custom vinyl pages with two pockets on each side sized to hold #6 3/4 envelopes.

THREE-RING BINDER & 20 PAGES

880660 / \$21.95

PAGES (SET OF 20)

880681 / \$8.95



American Commemorative Binder

Created specifically for the American Commemorative Collection, this three-ring binder is an easy and economical way to store your collection pages.

THREE-RING BINDER

880500 / \$7.50

American Commemorative Collection #20281

- Commemorates important anniversaries, people, places, and events
- Includes protective acetate mounts, stamps, and 8 1/2 x 11-inch narrative pages
- Includes details on the issue and a brief story about the stamp subject
- Only \$4.25 per page*

American Commemorative Panels® #20279

- Limited edition (8 1/2" x 11 1/4")
- Some include engraved reproductions of artwork
- Narratives about each stamp subject
- Mint stamps in acetate mounts
- Only \$7.95** for a one-panel set and \$15.95** for a two-panel set when purchased through subscription

American Commemorative Cancellations #20278

- Official First Day of Issue Cancellation
- Mint stamp(s) affixed to an 8 x 10 1/2-inch color page
- Includes technical and historical information about the stamp and its designer
- Only \$3.25 per page*

First Day of Issue Ceremony #20280

- Narrative about stamp subject
- Agenda and participant list
- Affixed mint stamp(s) with Official First Day of Issue Cancellation on an envelope
- Only \$4.95 each* when purchased through subscription (\$6.95 if purchased individually**)

Standing Order Program #20282

- Customize your collection
- Mix and match with specific formats and quantities
- Choose from 13 different categories (now includes Yearbook, Postal Guide, Press Sheets, and Digital Color Postmark First Day Covers).
- Receive shipments automatically

How to Order

Start or give a subscription today! It's easy. Just call
1800 STAMP-24 (1800 782-6724).



Ask about our automatic credit card charge option.

* When stamp value exceeds this amount, the price will be determined by the actual value of the stamps. Prices subject to change.

** To purchase individual ceremony programs or panel sets, see specific stamp listings.



The Art of Stamp Collecting®

Practical advice and encouragement for the journey

FINDING AND COLLECTING STAMPS that somehow represent ourselves can be intriguing and rewarding beyond measure. Music lovers, science fiends, theater-goers, sports fans, and more — each can find stamp topics that speak to their passions!

What to collect?

Stamp collecting is a hobby without rules. Some people limit their collections to favorite subjects, such as pets, flowers, or musicians. Others collect broadly across larger genres, which might include:

Commemoratives: These honor important people, places, and events in American life. They are only sold for a limited time, which increases their scarcity and, thus, their value.

Definitives: These are issued in larger quantities than commemoratives, and for an extended period of time. They often feature a unifying theme, such as the Statue of Liberty or the U.S. flag.

Many collectors embellish their collections with stamp-related gems such as First Day Covers, American Commemorative Cancellations, Digital Color Postmarks, and more.

How to collect?

Collected stamps can remain on envelopes or be removed. For safe removal, stamps should be clipped from their envelopes and soaked face-up in warm water for at least an hour, then carefully lifted from the envelope. Once removed, stamps should be sandwiched between paper towels and flattened until dry.

Self-adhesive stamps might stubbornly refuse to release from the paper backing. In these cases, trim a small margin around the stamp before adding it to your collection.

Most collectors store stamps inside an album filled with designated spaces. Stamps can be placed inside mounts, which are clear plastic sleeves that adhere to the appropriate place in an album. Stamps can also be affixed to hinges — small pieces of paper with special adhesive on the back that are applied to an album page.

Here are some valuable tools to add to your collecting habit:

- Scissors, for clipping adhered stamps from an envelope
- Tongs, so that body oils do not transfer to stamps
- Magnifying glass, for up-close viewing
- Perforation gauge, to measure and evaluate perforations
- Glassine envelopes, for protecting loose stamps
- Stamp album, mounts, and hinges for optimal storage
- *The Postal Service Guide® to U.S. Stamps*, to study and identify stamps
- *USA Philatelic*, to learn about new and current stamp issuances

Collecting in a digital world

Experience the pleasure of collecting on your tablet, phone, and laptop. *USPS StampApp* offers an interactive experience — making it possible to organize your collection and create wish lists, share your collection via email or social media, and browse the entire USPS stamp archive, from 1847 to the present.

Are you ready? On your mark, get set, collect!

For more information on stamp collecting and U.S. stamps, visit about.usps.com/corporate-social-responsibility-stamp-collecting.htm

Meet a Professional Philatelist!

DAVID S. BALL came to his lifelong love of philately in an unusual way: a bicycling accident when he was 8 years old. His mother brought him a stamp album to help him pass the time in the hospital, and Ball was hooked. Today, he is executive director of the Spellman Museum of Stamps & Postal History and president of the Northeastern Federation of Stamp Clubs.

Ball shares advice about starting a stamp collection for those who have what he calls “the collecting gene”:

Tell your family and friends. Ask them to save stamps for you as they receive mail and let you know if anyone has a collection to donate.

Choose a subject of interest. “The narrower your focus,” Ball says, “the more enjoyment you’re going to end up getting and the more successful you’re going to be.” Ball himself is a noted expert in astrophilately.

Connect with collectors. Ball encourages new collectors to join a local stamp club and the American Philatelic Society.

Accumulate stamps. In addition to saving stamps from the mail you receive, visit stamp shows and buy stamps online (including from USPS.com and from ebay.com/stamps).

Gather your tools. Visit USPS.com to purchase stamp albums and other tools to complement your hobby.

FREE EVENT!

The United States Postal Service® invites you to join us at the ASDA Fall Postage Stamp Show to celebrate

Christmas Carols

FOREVER® STAMPS
FIRST DAY OF ISSUE DEDICATION

Thursday, October 5, 2017 | 12 P.M.

New York Hilton Midtown
1335 Avenue of the Americas (6th Ave.)
between West 53rd and 54th Streets
New York, NY 10019

PLUS!

Stop by the USPS® booth at the ASDA Fall Postage Stamp Show

October 5-7, 2017



Andrew Wyeth

First-Class Rate Forever® / Page 11

DATE OF ISSUE: 7/12/17 AT CHADDS FORD PA 19317
12 DESIGNS, 9 POSITIONS, OFFSET (APU)

475004	Pane of 12 with plate no. & selvage*	\$5.88
475006	Press Sheet with die cuts	52.92
475016	First Day Cover (Set of 12)	11.16
475030	Ceremony Program	6.95
475021	Digital Color Postmark First Day Covers (Set of 12)	19.68
475010	Pane of 12 (2) & Digital Color Postmark First Day Cover (Random Single)	13.95
475034	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Covers (Set of 12), and pane of 12 stamps)	18.95
475024	Framed Stamps (15" x 16")	39.95
475033	Commemorative Panel (Set of 2)	17.95

Apples 1¢

(Not Shown)

DATE OF ISSUE: 8/12/16 AT KANSAS CITY MO
1 DESIGN, OFFSET (APU)

782304	Coil of 3,000	\$30.00
782315	Strip of 500 *	5.00
780004	Coil of 10,000	100.00
780015	Coil of 500 *	5.00
780016	First Day Cover (<i>Summer Harvest</i> Random Single)	.92

Breast Cancer Research Semipostal

First-Class Rate / Page 23

REISSUED: 9/30/14 AT SACRAMENTO CA
1 DESIGN, 12 POSITIONS, PLATE NO. IN 4 CORNERS, OFFSET (SSP)

555304	Pane of 20 with plate no. *	\$12.00
555303	Block of 10	6.00
555302	Block of 4	2.40
555306	Press Sheet with die cuts	144.00

NOTE: Each **Breast Cancer Research Semipostal** stamp is valid for postage at the First-Class Mail®, single-piece, first-ounce rate in effect at the time of purchase.

Celebrating Lunar New Year: Year of the Rooster

First-Class Rate Forever® / Page 20

DATE OF ISSUE: 1/5/17 AT SEATTLE WA
1 DESIGN, 6 POSITIONS, OFFSET (BCA)

552004	Souvenir Sheet of 12	\$5.88
552016	First Day Cover	.91
552018	First Day Cover (Full Pane)	8.14
552019	First Day Cancelled (Full Pane)	8.14
552030	Ceremony Program	6.95
552021	Digital Color Postmark First Day Cover	1.62
552010	Souvenir Sheet of 12 (2) & Digital Color Postmark First Day Cover	12.95
552024	Framed Stamps (13" x 13")	39.95
552034	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a sheet of 12 stamps)	18.95
552033	Commemorative Panel	10.95

Celebration Boutonniere

First-Class Rate Forever® / Page 18

DATE OF ISSUE: 5/2/17 AT ST. LOUIS MO
1 DESIGN, 10 POSITIONS, OFFSET (BCA)

563304	Pane of 20 with plate no.*	\$9.80
563303	Block of 10	4.90
563302	Block of 4	1.96
563316	First Day Cover	.93
563330	Ceremony Program	6.95
563321	Digital Color Postmark First Day Cover	1.64
563310	Pane of 20 & Digital Color Postmark First Day Cover	11.95
563324	Framed Stamps (7½" x 9½")	19.95
563334	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Celebration Boutonniere Ceremony Program Envelope, Celebration Corsage Ceremony Program Envelope, Celebration Boutonniere Digital Color Postmark First Day Cover, Celebration Corsage Digital Color Postmark First Day Cover, pane of 20 Celebration Boutonniere stamps, and a pane of 20 Celebration Corsage stamps)	24.95
563366	Notecards with Envelopes and Seals (Set of 10)	15.95
563323	Thank You Notecards with Envelopes and Seals (Set of 10)	12.95

Celebration Corsage (70¢)

2 Ounce Rate** / Page 21

DATE OF ISSUE: 5/2/17 AT ST. LOUIS MO

1 DESIGN, 10 POSITIONS, OFFSET (BCA)

563004	Pane of 20 with plate no.*	\$14.00
563003	Block of 10	7.00
563002	Block of 4	2.80
563016	First Day Cover	1.14
563030	Ceremony Program	6.95
563021	Digital Color Postmark First Day Cover	1.85
563010	Pane of 20 & Digital Color Postmark First Day Cover	15.95
563024	Framed Stamps (9½" x 7½")	19.95

Delicioso

First-Class Rate Forever® / Page 18

DATE OF ISSUE: 4/20/17 AT ALBUQUERQUE NM

6 DESIGNS, OFFSET (BCA)

672704	Booklet of 20 (2-sided)	\$9.80
672706	Press Sheet with die cuts	78.40
672716	First Day Covers (Set of 6)	5.58
672730	Ceremony Program (Random Single)	6.95
672721	Digital Color Postmark First Day Covers (Set of 6)	9.84
672710	Booklet of 20 & Digital Color Postmark First Day Covers (Set of 6)	19.95
672734	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a booklet of 20 stamps)	18.95
672724	Framed Stamps (16½" x 13½")	39.95



Disney Villains

First-Class Rate Forever® / Page 9

DATE OF ISSUE: 7/15/17 AT ANAHEIM CA 92803

10 DESIGNS, 6 POSITIONS, OFFSET (APU)

475404	Pane of 20 with plate no. & salvage*	\$9.80
475406	Press Sheet with die cuts	58.80
475416	First Day Covers (Set of 10)	9.30
475430	Ceremony Program (Random Single)	6.95
475421	Digital Color Postmark First Day Covers (Set of 10)	16.40
475410	Pane of 20 & Digital Color Postmark First Day Cover (Random Single)	11.95

475434	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover (Random Single), and a pane of 20 stamps)	29.95
475424	Disney Villains Framed Stamps (17" x 14")	39.95
475450	The Queen Framed Stamps (12" x 15")	29.95
475451	Honest John Framed Stamps (12" x 15")	29.95
475452	Lady Tremaine Framed Stamps (12" x 15")	29.95
475453	Queen of Hearts Framed Stamps (12" x 15")	29.95
475454	Captain Hook Framed Stamps (12" x 15")	29.95
475455	Maleficent Framed Stamps (12" x 15")	29.95
475456	Cruella De Vil Framed Stamps (12" x 15")	29.95
475457	Ursula Framed Stamps (12" x 15")	29.95
475458	Gaston Framed Stamps (12" x 15")	29.95
475459	Scar Framed Stamps (12" x 15")	29.95
475433	Commemorative Panel (Set of 2)	17.95
475466	Postcard Booklet (Set of 20)	15.95

Dorothy Height

First-Class Rate Forever® / Page 20

DATE OF ISSUE: 2/1/17 AT WASHINGTON DC

1 DESIGN, 6 POSITIONS, OFFSET (APU)

474304	Pane of 20 with plate no. & header*	\$9.80
474303	Block of 10	4.90
474302	Block of 4	1.96
474306	Press Sheet with die cuts	58.80
474316	First Day Cover	.93
474330	Ceremony Program	6.95
474321	Digital Color Postmark First Day Cover	1.64
474310	Pane of 20 & Digital Color Postmark First Day Cover	11.95
474334	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a pane of 20 stamps)	21.95
474324	Framed Stamps (11" x 17")	39.95
474333	Commemorative Panel	10.95

Eastern Tailed-Blue (70¢)

Non-Machineable Surcharge Rate** / Page 22

DATE OF ISSUE: 9/24/16 AT KANSAS CITY MO

1 DESIGN, 12 POSITIONS, PLATE NO. IN 4 CORNERS, OFFSET (APU)

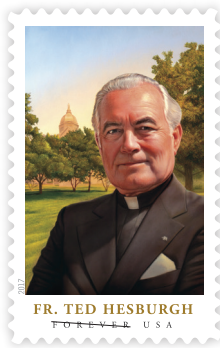
119504	Pane of 20 with plate no. & header*	\$14.00
119516	First Day Cover	1.12
119521	Digital Color Postmark First Day Cover	1.83
119524	Framed Stamps (10½" x 12½")	19.95

Disney Villains: Disney elements: © Disney

* Please refer to the order form for information on requesting specific plate positions.

** These non-denominated stamps will always be valid for the current applicable rate printed on them.

^ Coil strips of 500 cannot be returned or exchanged.



Father Theodore Hesburgh

First-Class Rate Forever® / Page 16

DATE OF ISSUE: 9/1/17 AT NOTRE DAME IN 46556
1 DESIGN, 6 POSITIONS, OFFSET (APU)

474704	Pane of 20 with plate no. & header*	\$9.80
474703	Block of 10	4.90
474702	Block of 4	1.96
474706	Press Sheet with die cuts	58.80
474716	First Day Cover	.93
474730	Ceremony Program	6.95
474721	Digital Color Postmark First Day Cover	1.64
474710	Pane of 20 & Digital Color Postmark First Day Cover	11.95
474734	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and pane of 20 stamps)	18.95
474724	Framed Stamps (11" x 17")	39.95
474725	Framed Stamps (9" x 7")	14.95
474733	Commemorative Panel	10.95

DATE OF ISSUE: 9/1/17 AT NOTRE DAME IN 46556
1 DESIGN, OFFSET (APU)

799404	Coil of 50	\$24.50
799416	First Day Cover	.93
799421	Digital Color Postmark First Day Cover	1.64



Flowers from the Garden

First-Class Rate Forever® / Page 14

DATE OF ISSUE: 8/16/17 AT SIOUX FALLS SD 57104
4 DESIGNS, OFFSET (BCA)

672104	Booklet of 20 (2-sided)	\$9.80
672106	Press Sheet with die cuts	78.40
672116	First Day Covers (Set of 4)	3.72
672130	Ceremony Program (Random Single)	6.95
672121	Digital Color Postmark First Day Covers (Set of 4)	6.56
672110	Booklet of 20 & Digital Color Postmark First Day Covers (Set of 4)	16.95
672134	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Covers (Set of 4), and booklet of 20 stamps)	19.95
672124	Framed Stamps (12" x 15")	29.95
672166	Notecards with Envelopes & Seals (Set of 8)	15.95

DATE OF ISSUE: 8/16/17 AT SIOUX FALLS SD 57104
4 DESIGNS, OFFSET (BCA)

755004	Coil of 3,000	\$1,470.00
755003	Strip of 25	12.25
755015	Strip of 500*	245.00

DATE OF ISSUE: 8/16/17 AT SIOUX FALLS SD 57104
4 DESIGNS, OFFSET (BCA)

760104	Coil of 10,000	\$4,900.00
760103	Strip of 25	12.25
760115	Strip of 500*	245.00
760116	First Day Covers (Set of 4)	3.72
760121	Digital Color Postmark First Day Covers (Set of 4)	6.56

Gateway Arch \$23.75

Priority Mail Express® / Page 22

DATE OF ISSUE: 1/22/17 AT KANSAS CITY MO
1 DESIGN, OFFSET (APU)

111304	Pane of 4 with plate no.*	\$95.00
111301	Single Stamp	23.75
111316	First Day Cover	24.19
111321	Digital Color Postmark First Day Cover	24.90

Green Succulent (\$1.15)

Global Rate**/ Page 21

DATE OF ISSUE: 4/28/17 AT SAN FRANCISCO CA**1 DESIGN, 9 POSITIONS, OFFSET (APU)**

564504	Pane of 10 with plate no.*	\$11.50
564502	Block of 4	4.60
564516	First Day Cover	1.59
564521	Digital Color Postmark First Day Cover	2.30
564510	Pane of 10 & Digital Color Postmark First Day Cover	13.95
564524	Framed Stamps (9" x 7")	14.95

Grapes 5¢

Page 21

DATE OF ISSUE: 2/19/16 AT KANSAS CITY MO**1 DESIGN, PLATE NO. EVERY 37‡, OFFSET (APU)**

781904	Coil of 10,000	\$500.00
781915	Strip of 500^	25.00

REISSUED: 2/24/17 AT GRAPEVINE TX**1 DESIGN, OFFSET (APU)**

111404	Pane of 20 with plate no.*	\$1.00
111403	Block of 10	.50
111402	Block of 4	.20
111416	First Day Cover (<i>Grapes</i> and <i>Botanical Art</i> (Random Single))	.98

Have A Ball!

First-Class Rate Forever®/ Page 19

DATE OF ISSUE: 6/14/17 AT HARTFORD WI**8 DESIGNS, 8 POSITIONS, FLEXOGRAPHIC/OFFSET (APU)**

474904	Pane of 16 with plate no.*	\$7.84
474906	Press Sheet with die cuts	62.72
474916	First Day Covers (Set of 8)	7.44
474930	Ceremony Envelope (Random Single)	4.95
474921	Digital Color Postmark First Day Covers (Set of 8)	13.12
474910	Pane of 16 & Digital Color Postmark First Day Covers (Set of 8)	21.95
474934	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Envelope, Digital Color Postmark First Day Covers (set of 8), and a pane of 16 stamps)	22.95
474924	Framed Stamps (14" x 17")	39.95
474933	Commemorative Panel	10.95

The stamps were printed using offset lithography, followed by a high-viscosity clear coating applied to selected areas of each ball.

Henry David Thoreau

First-Class Rate Forever®/ Page 18

DATE OF ISSUE: 5/23/17 AT CONCORD MA**1 DESIGN, 9 POSITIONS, OFFSET (BCA)**

475104	Pane of 20 with plate no. & header*	\$9.80
475103	Block of 10	4.90
475102	Block of 4	1.96
475106	Press Sheet with die cuts	88.20
475116	First Day Cover	.93
475130	Ceremony Program	6.95
475121	Digital Color Postmark First Day Cover	1.64
475110	Pane of 20 & Digital Color Postmark First Day Cover	11.95
475134	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a pane of 20 stamps)	18.95
475124	Framed Stamps (14" x 15")	39.95
475133	Commemorative Panel	10.95

John Fitzgerald Kennedy

First-Class Rate Forever®/ Page 20

DATE OF ISSUE: 2/20/17 AT BOSTON MA**1 DESIGN, 8 POSITIONS, OFFSET (BCA)**

474604	Pane of 12 with plate no. & selvage*	\$5.88
474602	Block of 4	1.96
474606	Press Sheet with die cuts	47.04
474616	First Day Cover	.93
474630	Ceremony Program	6.95
474621	Digital Color Postmark First Day Cover	1.64
474610	Pane of 12 (2) & Digital Color Postmark First Day Cover	13.95
474624	Framed Stamps (16" x 15")	39.95
474633	Commemorative Panel (Set of 2)	17.95
474627	Collector's Folio	24.95

Lili'uokalani Gardens \$6.65

Priority Mail®/ Page 22

DATE OF ISSUE: 1/22/17 AT KANSAS CITY MO**1 DESIGN, OFFSET (APU)**

119904	Pane of 4 with plate no.*	\$26.60
119901	Single Stamp	6.65
119916	First Day Cover	7.09
119921	Digital Color Postmark First Day Cover	7.80

* Please refer to the order form for information on requesting specific plate positions.

** These non-denominated stamps will always be valid for the current applicable rate printed on them.

^ Coil strips of 500 cannot be returned or exchanged.

‡ This number represents the actual plate number intervals.

Collector's Zone

Love Skywriting

First-Class Rate Forever®/ Page 19

DATE OF ISSUE: 1/7/17 AT CHINO CA
1 DESIGN, 8 POSITIONS, OFFSET (BCA)

561604	Pane of 20 with plate no.*	\$9.80
561603	Block of 10	4.90
561602	Block of 4	1.96
561606	Press Sheet with die cuts	78.40
561616	First Day Cover	.91
561630	Ceremony Program	6.95
561621	Digital Color Postmark First Day Cover	1.62
561610	Pane of 20 & Digital Color Postmark First Day Cover	11.95
561634	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a pane of 20 stamps)	19.95
561624	Framed Stamps (13" x 13½")	39.95
561666	Notecards with Envelopes & Seals (Set of 10)	15.95

Mississippi Statehood

First-Class Rate Forever®/ Page 18

DATE OF ISSUE: 3/31/17 AT GULFPORT MS
1 DESIGN, 6 POSITIONS, OFFSET (APU)

474804	Pane of 20 with plate no.*	\$9.80
474803	Block of 10	4.90
474802	Block of 4	1.96
474806	Press Sheet with die cuts	58.80
474816	First Day Cover	.93
474830	Ceremony Program	6.95
474821	Digital Color Postmark First Day Cover	1.64
474810	Pane of 20 & Digital Color Postmark First Day Cover	11.95
474834	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a pane of 20 stamps)	18.95
474824	Framed Stamps (17½" x 11½")	39.95
474833	Commemorative Panel	10.95

National Parks

First-Class Rate Forever®/ Page 19

DATE OF ISSUE: 6/2/16 AT NEW YORK NY
16 DESIGNS, 9 POSITIONS, OFFSET (BCA)

560604	Pane of 16 with plate no. & selvage*	\$7.84
560606	Press Sheet with die cuts	70.56
560624	Framed Stamps (14½" x 14½")	39.95
560633	Commemorative Panel (Set of 2)	17.95

Nebraska Statehood

First-Class Rate Forever®/ Page 20

DATE OF ISSUE: 3/1/17 AT LINCOLN NE
1 DESIGN, 6 POSITIONS, OFFSET (APU)

474404	Pane of 20 with plate no.*	\$9.80
--------	----------------------------	--------

474403	Block of 10	4.90
474402	Block of 4	1.96
474406	Press Sheet with die cuts	58.80
474416	First Day Cover	.93
474430	Ceremony Program	6.95
474421	Digital Color Postmark First Day Cover	1.64
474410	Pane of 20 & Digital Color Postmark First Day Cover	11.95
474434	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a pane of 20 stamps)	18.95
474425	Framed Stamps (18" x 12")	39.95
474433	Commemorative Panel	10.95

Oscar de la Renta

First-Class Rate Forever®/ Page 20

DATE OF ISSUE: 2/16/17 AT NEW YORK NY
11 DESIGNS, 9 POSITIONS, OFFSET (APU)

562704	Pane of 11 with plate no. & selvage*	\$5.39
562706	Press Sheet with die cuts	48.51
562716	First Day Covers (Set of 11)	10.23
562730	Ceremony Program (Random Single)	6.95
562721	Digital Color Postmark First Day Covers (Set of 11)	18.04
562710	Pane of 11 (2) & Digital Color Postmark First Day Cover (Random Single)	12.95
562734	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a pane of 11 stamps)	21.95
562724	Framed Stamps (13½" x 16½")	39.95
562733	Commemorative Panel (Set of 2)	17.95

Patriotic Nonprofit (5c)

Page 22

DATE OF ISSUE: 2/10/17 AT FORT LAUDERDALE FL
1 DESIGN, OFFSET (APU)

760203	Strip of 25 (10K Coil)	\$1.25
760216	First Day Cover (<i>Patriotic Nonprofit</i> & <i>U.S. Flag</i> stamps)	.98
755103	Strip of 25 (3K Coil)	1.25

Patriotic Spiral

First-Class Rate Forever®/ Page 20

DATE OF ISSUE: 8/19/16 AT FALLS CHURCH VA
1 DESIGN, PLATE NO. EVERY 37½, OFFSET (APU)

760004	Coil of 10,000	\$4,900.00
760003	Strip of 25 with plate no.*	12.25
760015	Strip of 500*	245.00
760016	First Day Cover	.91

DATE OF ISSUE: 8/19/16 AT KANSAS CITY MO
1 DESIGN, OFFSET (APU)

671304	Booklet of 10	\$4.90
671316	First Day Cover	.91

Pears 10c

Page 21

REISSUED: 3/23/17 AT CLEVELAND OH

1 DESIGN, 10 POSITIONS, OFFSET (BCA)

111504	Pane of 20 with plate no.*	\$2.00
111503	Block of 10	1.00
111502	Block of 4	.40
111516	First Day Cover (<i>Pears & Botanical Art</i> (Random Single) stamps)	1.03

DATE OF ISSUE: 1/17/16 AT WASHINGTON DC

1 DESIGN, PLATE NO. EVERY 27‡, OFFSET (BCA)

799304	Coil of 10,000	\$1,000.00
799315	Strip of 500*	50.00



Protect Pollinators

First-Class Rate Forever® / Page 12

DATE OF ISSUE: 8/3/17 AT RICHMOND VA 23232

5 DESIGNS, 9 POSITIONS, OFFSET (APU)

475204	Pane of 20 with plate no. & salvage*	\$9.80
475206	Press Sheet with die cuts	88.20
475216	First Day Covers (Set of 5)	4.65
475230	Ceremony Program (Random Single)	6.95
475221	Digital Color Postmark First Day Covers (Set of 5)	8.20
475210	Pane of 20 & Digital Color Postmark First Day Covers (Set of 5)	18.95
475234	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Covers (Set of 5), and pane of 20 stamps)	19.95
475224	Framed Stamps (17" x 11")	29.95
475233	Commemorative Panel	10.95
475229	Activity Kit	14.95

Robert Panara (70c)

2 Ounce Rate** / Page 21

DATE OF ISSUE: 4/11/17 AT ROCHESTER NY

1 DESIGN, 6 POSITIONS, OFFSET (BCA)

114004	Pane of 20 with plate no. & header*	\$14.00
114003	Block of 10	7.00
114002	Block of 4	2.80
114016	First Day Cover	1.14
114030	Ceremony Program	6.95
114021	Digital Color Postmark First Day Cover	1.85
114010	Pane of 20 & Digital Color Postmark First Day Cover	15.95

114034	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a pane of 20 stamps)	18.95
114024	Framed Stamps (11" x 17")	39.95

Save Vanishing Species Semipostal

First-Class Rate / Page 23

DATE OF ISSUE: 9/20/11 AT WASHINGTON DC

1 DESIGN, 8 POSITIONS, PLATE NO. IN 2 CORNERS, GRAVURE (AVR)

576674	Pane of 20 with plate no. & header*	\$12.00
576673	Block of 10	6.00
576672	Block of 4	2.40

NOTE: Each *Save Vanishing Species Semipostal* stamp is valid for postage at the First-Class Mail®, single-piece, first-ounce rate in effect at the time of purchase.

Seashells (34c)

Postcard Rate** / Page 22

DATE OF ISSUE: 1/28/17 AT SAN DIEGO CA

4 DESIGNS, OFFSET (APU)

119604	Pane of 20 with plate no.*	\$6.80
119616	First Day Covers (Set of 4, 2 stamps)	4.48

DATE OF ISSUE: 1/28/17 AT SAN DIEGO CA

4 DESIGNS, OFFSET (APU)

749904	Coil of 100	\$34.00
749916	First Day Covers (Set of 4, 2 stamps)	4.48



Sharks

First-Class Rate Forever® / Page 5

DATE OF ISSUE: 7/26/17 AT NEWPORT KY 41071

5 DESIGNS, 9 POSITIONS, OFFSET (BCA)

474504	Pane of 20 with plate no. & salvage*	\$9.80
474506	Press Sheet with die cuts	88.20
474516	First Day Covers (Set of 5)	4.65
474530	Ceremony Program (Random Single)	6.95
474521	Digital Color Postmark First Day Covers (Set of 5)	8.20
474510	Pane of 20 & Digital Color Postmark First Day Covers (Set of 5)	18.95
474534	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Covers (Set of 5), and pane of 20 stamps)	21.95
474524	Framed Stamps (12" x 15")	29.95
474533	Commemorative Panel	10.95
474527	Folio	18.95

* Please refer to the order form for information on requesting specific plate positions.

** These non-denominated stamps will always be valid for the current applicable rate printed on them.

‡ This number represents the actual plate number intervals.

* Coil strips of 500 cannot be returned or exchanged.

Collector's Zone

Songbirds in Snow

First-Class Rate Forever®/ Page 19

DATE OF ISSUE: 8/4/16 AT PORTLAND OR
4 DESIGNS, OFFSET (APU)

681104	Booklet of 20 (2-sided)	\$9.80
681106	Press Sheet with die cuts	78.40
681116	First Day Covers (Set of 4)	3.64
681130	Ceremony Program (Random Single)	6.95
681121	Digital Color Postmark First Day Covers (Set of 4)	6.48
681110	Booklet of 20 & Digital Color Postmark First Day Covers (Set of 4)	15.95
681124	Songbirds in Snow Framed Stamps (Set of 4)	40.00
681125	Golden-Crowned Kinglet Framed Stamps (9" x 7")	10.00
681126	Northern Cardinal Framed Stamps (9" x 7")	10.00
681127	Cedar Waxwing Framed Stamps (9" x 7")	10.00
681128	Red-Breasted Nuthatch Framed Stamps (9" x 7")	10.00
681166	Notecards (Set of 12)	18.95

Strawberries 3¢

Page 21

DATE OF ISSUE: 5/5/17 AT ACTON MA
1 DESIGN, PLATE NO. EVERY 27[‡], OFFSET (APU)

760304	Coil of 10,000	\$300.00
760315	Strip of 500 [^]	15.00
760316	First Day Cover (<i>Strawberries & Botanical Art</i> (Random Single) stamps)	.96

Total Eclipse of the Sun

First-Class Rate Forever®/ Page 18

DATE OF ISSUE: 6/20/17 AT LARAMIE, WY
1 DESIGN, 8 POSITIONS, OFFSET (BCA)

475304	Pane of 16 with plate no. & header*	\$7.84
475316	First Day Cover	.93
475330	Ceremony Program	6.95
475321	Digital Color Postmark First Day Cover	1.64
475310	Pane of 16 & Digital Color Postmark First Day Cover	9.95
475334	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, a pane of 16 stamps, and a protective sleeve designed for stamp preservation)	22.95
475324	Framed Stamps (16" x 14")	39.95
475327	Folio	9.95

Uncle Sam's Hat (21¢)

Additional Ounce Rate**/ Page 22

DATE OF ISSUE: 2/18/17 AT MESA AZ
1 DESIGN, OFFSET (BCA)

119704	Pane of 20 with plate no.*	\$4.20
119703	Block of 10	2.10
119702	Block of 4	.84
119716	First Day Cover (<i>Uncle Sam's Hat & U.S. Flag</i> stamps)	1.14

U.S. Flag 2017

First-Class Rate Forever®/ Page 19

DATE OF ISSUE: 1/27/17 AT NORCROSS GA
1 DESIGN, OFFSET (APU)

672004	Booklet of 20 (2-sided)	\$9.80
672016	First Day Cover	.93
672030	Ceremony Program	6.95

DATE OF ISSUE: 1/27/17 AT NORCROSS GA
1 DESIGN, OFFSET (BCA)

672002	Booklet of 20 (2-sided)	\$9.80
--------	-------------------------	--------

DATE OF ISSUE: 1/27/17 AT NORCROSS GA
1 DESIGN, OFFSET (BCA)

674704	Booklet of 10	\$4.90
--------	---------------	--------

DATE OF ISSUE: 1/27/17 AT NORCROSS GA
1 DESIGN, PLATE NO. EVERY 31[‡], OFFSET (APU)

749804	Coil of 100	\$49.00
749816	First Day Cover	.93

DATE OF ISSUE: 1/27/17 AT NORCROSS GA
1 DESIGN, PLATE NO. EVERY 31[‡], OFFSET (BCA)

749802	Coil of 100	\$49.00
--------	-------------	---------

WPA Posters

First-Class Rate Forever®/ Page 18

DATE OF ISSUE: 3/7/17 AT HYDE PARK NY
10 DESIGNS, OFFSET (APU)

674604	Booklet of 20 (2-sided)	\$9.80
674606	Press Sheet with die cuts	78.40
674616	First Day Covers (Set of 10)	9.30
674630	Ceremony Program (Random Single)	6.95
674621	Digital Color Postmark First Day Covers (Set of 10)	16.40
674610	Booklet of 20 & Digital Color Postmark First Day Cover (Random Single)	11.95
674634	Stamp Ceremony Memento (First Day of Issue Ceremony Invitation, Ceremony Program, Digital Color Postmark First Day Cover, and a booklet of 20 stamps)	18.95
674624	Framed Stamps (12" x 18")	39.95
674650	Work Pays America Framed Stamps (12¼" x 15¼")	29.95
674651	Field Day Framed Stamps (12¼" x 15¼")	29.95
674652	Discover Puerto Rico Framed Stamps (12¼" x 15¼")	29.95
674653	Municipal Airports Framed Stamps (12¼" x 15¼")	29.95
674654	See America Framed Stamps (12¼" x 15¼")	29.95
674655	Visit the Zoo Framed Stamps (12¼" x 15¼")	29.95
674656	Work with Care Framed Stamps (12¼" x 15¼")	29.95
674657	National Parks Preserve Wild Life Framed Stamps (12¼" x 15¼")	29.95
674658	Hiking Framed Stamps (12¼" x 15¼")	29.95
674659	Foreign Trade Zone Framed Stamps (12¼" x 15¼")	29.95

* Please refer to the order form for information on requesting specific plate positions.

** These non-denominated stamps will always be valid for the current applicable rate printed on them.

‡ This number represents the actual plate number intervals.

^ Coil strips of 500 cannot be returned or exchanged.

If it's in their mail, it's in their email.

Introducing Informed Delivery® notifications from USPS

More touch points. More impressions. More impact.
This is the value of Informed Delivery® notifications for marketers.

Your customers are connected everywhere, and now, so is your direct mail. Informed Delivery notifications can let customers see and act on your mailer—in their email—before they check their mailbox. From a single mailer, you now get both digital and physical impressions. What does this mean? More connections. More opportunities.

To find out more, go to usps.com/more.



PRIORITY:YOU®



©2017 United States Postal Service. All Rights Reserved.
The Eagle Logo is among the many trademarks of the U.S. Postal Service.



Year of the Rooster
January 5 / Seattle WA

Love Skywriting
January 7 / Chino CA

Lili'uokalani Gardens
January 22 / Kansas City MO

Gateway Arch
January 22 / Kansas City MO

U.S. Flag 2017
January 27 / Norcross GA

Seashells
January 28 / San Diego CA

Dorothy Height
February 1 / Washington DC

Patriotic Nonprofit
February 10 / Fort Lauderdale FL

Oscar de la Renta
February 16 / New York NY

Uncle Sam's Hat
February 18 / Mesa AZ

John Fitzgerald Kennedy
February 20 / Boston MA

Grapes 5¢
February 24 / Grapevine TX

Nebraska Statehood
March 1 / Lincoln NE

Barn Swallow Stamped Envelope
March 3 / Reno NV

WPA Posters
March 7 / Hyde Park NY

Pears 10¢
March 23 / Cleveland OH

Mississippi Statehood
March 31 / Gulfport MS

Robert Panara
April 11 / Rochester NY

Delicioso
April 20 / Albuquerque NM

Green Succulent
April 28 / San Francisco CA

Celebration Boutonniere
May 2 / St. Louis MO

Celebration Corsage
May 2 / St. Louis MO

Strawberries 3¢
May 5 / Acton MA

Henry David Thoreau
May 23 / Concord MA

Have A Ball!
June 14 / Hartford WI

Total Eclipse of the Sun
June 20 / Laramie WY

Andrew Wyeth
July 12 / Chadds Ford PA

**Disney Villains from the Walt Disney
Studios Ink & Paint Department**
July 15 / Anaheim CA

Sharks
July 26 / Newport KY

Protect Pollinators
August 3 / Richmond VA

Azulillo Stamped Card
August 11 / Independence OH

Flowers from the Garden
August 16 / Sioux Falls SD

Father Theodore Hesburgh
September 1 / Notre Dame IN